

Catalog of

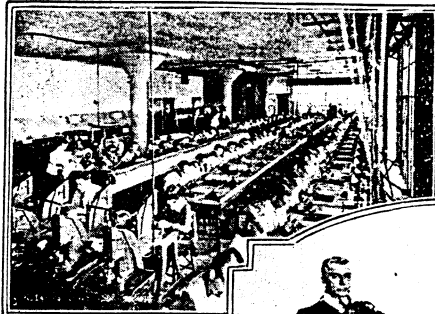
Parker
Pens and Pencils

1927

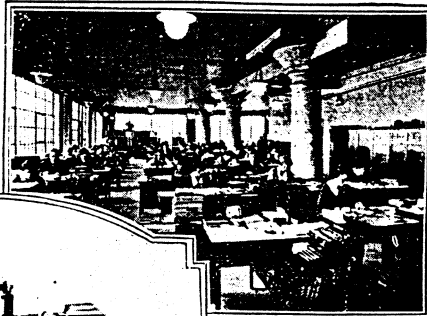


The Parker Pen Factory

which Supplies the United States and 40 Foreign Countries with Parker Products



Gold Pen Department where points are stamped and tempered. Here the Iridium tips are hand-fused to the gold. Then the point is ground and polished to perfect smoothness.



View of part of the Accounting Department and Credit Department, which handle records of over fifty thousand accounts.



Geo. S. Parker, president, inventor of the Lucky Curve Feed, and creator of the Parker Duofolu, made the first Parker fountain pen thirty-five years ago.

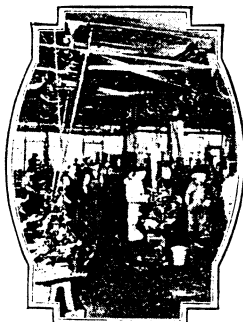
The Parker Pen Factory is located in Janesville, Wis., 90 miles northwest of Chicago. It has occupied a number of sites and outgrown them regularly every 7 or 8 years since 1891. The present plant is five stories high, completed in 1921.

With the most up-to-date and efficient machinery and equipment in every department, it has been called one of the finest manufacturing plants in the country. Well lighted and ventilated, with hospital, restrooms, smoking rooms and cafeteria—The Parker Pen Company employes have ideal working conditions.

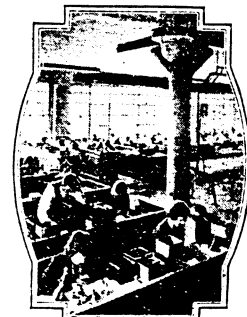
The whole plant is set at top speed to produce and distribute Parker Pens, Pencils, Desk Sets, Ink and sundries to satisfy their enormous world-wide demand.

The whole plant is set at top speed to produce and distribute Parker Pens, Pencils, Desk Sets, Ink and sundries to satisfy their enormous world-wide demand.

A most cordial invitation to visit us is extended to all our dealer friends who happen to be in neighboring cities.



A battery of automatic screw machines operate various tools on crude "Permanite" stock—finishing barrels, caps, etc., with absolute precision and uniformity.



Section of the Assembly Department and Inspection Department, where pens are assembled—and points six times inspected and writing-tested before given the final O. K.



No. 12
\$5

No. 3
\$5

No. 17
\$7

No. 7
\$7

No. 13
\$5

No. 2
\$5

Cord 50c extra

Parker Duofold Pens

in flashing black and gold or black-tipped lacquer-red—handsome to carry, hard to mislay. Over-size, Junior and Lady size in the 6 degrees of points—Extra Fine, Fine, Medium, Broad, Stub and Oblique.

No. 83
\$3.50

No. 77
\$4.00

No. 87
\$4.00

No. 73
\$3.50

No. 72
\$3.00

No. 82
\$3.00

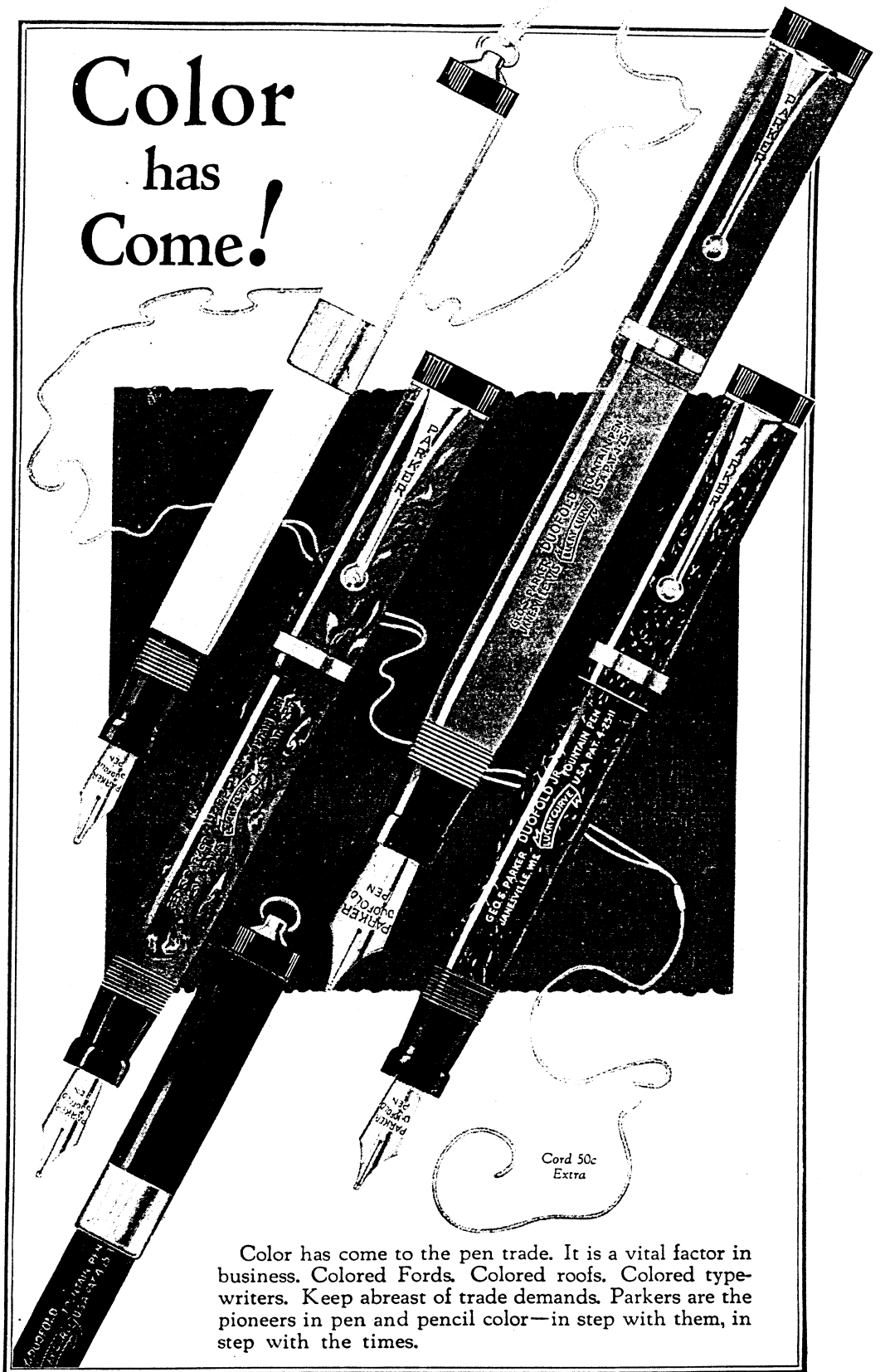
Cord
50c
Extra

Cord
50c
Extra

Parker Duofold Pencils to Match the Pens

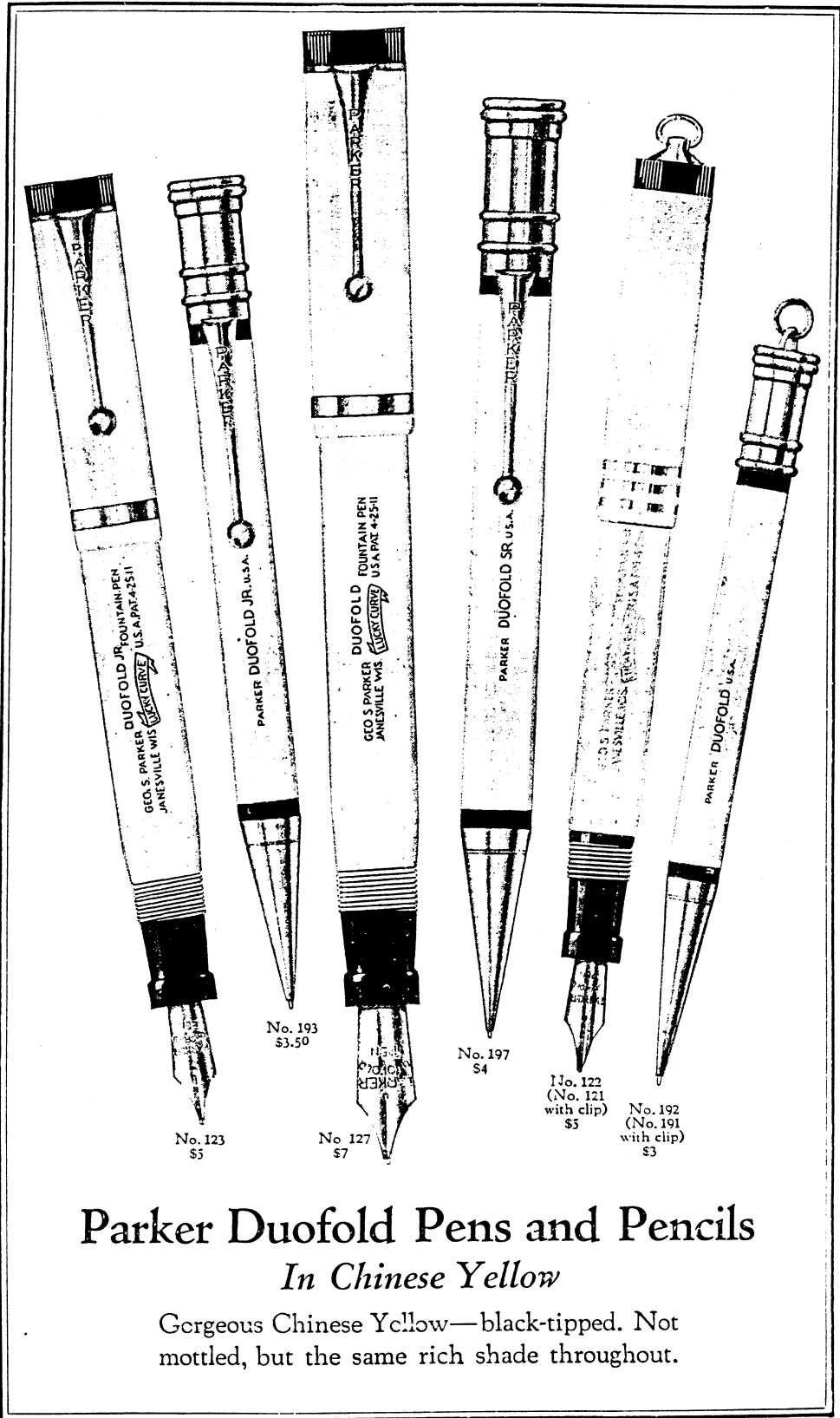
Over-size, Over-size Jr., and Lady size—lacquer-red or black—both gold-trimmed and finished with Gold Ring End for Ribbon or Chain and with Gold Pocket Clip. With Non-Clog Propeller that turns lead OUT for writing and IN for carrying.

Color has Come!



Cord 50c
Extra

Color has come to the pen trade. It is a vital factor in business. Colored Fords. Colored roofs. Colored typewriters. Keep abreast of trade demands. Parkers are the pioneers in pen and pencil color—in step with them, in step with the times.



Parker Duofold Pens and Pencils

In Chinese Yellow

Gorgeous Chinese Yellow—black-tipped. Not mottled, but the same rich shade throughout.

No. 177
\$4.00

No. 173
\$3.50

No. 107
\$7.00

No. 103
\$5.00

No. 172
\$3.00

No. 102
\$5.00

Parker Duofold

Black-Tipped

Jade Pens & Pencils

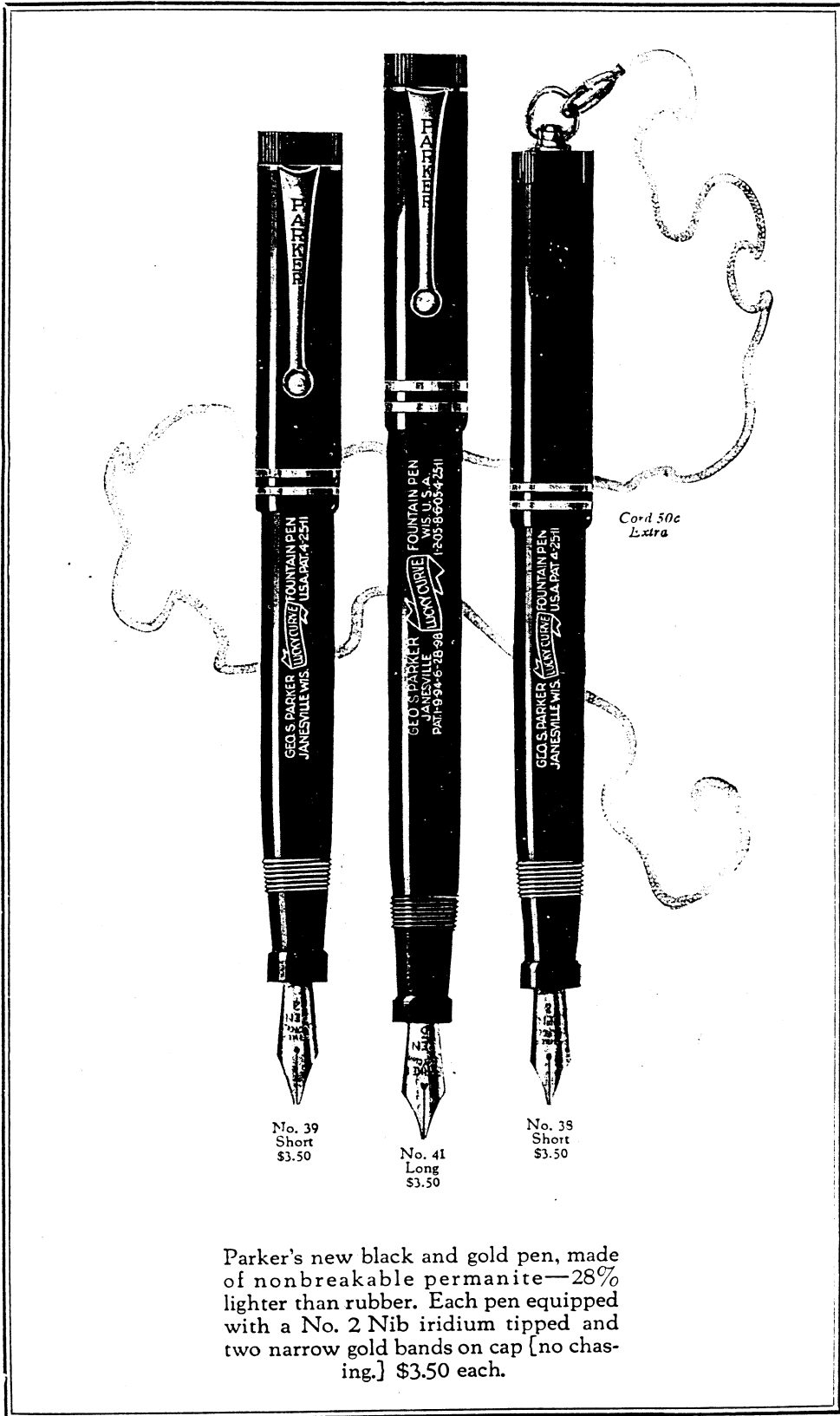
In the Parker Duofold, Green Jade is doubly effective in combination with smart Black Tips.



Parker Duofold Lapis Lazuli

Another Stunning Color Effect

A rich, deep shade of Mottled
Blue Permanite, Black-tipped.

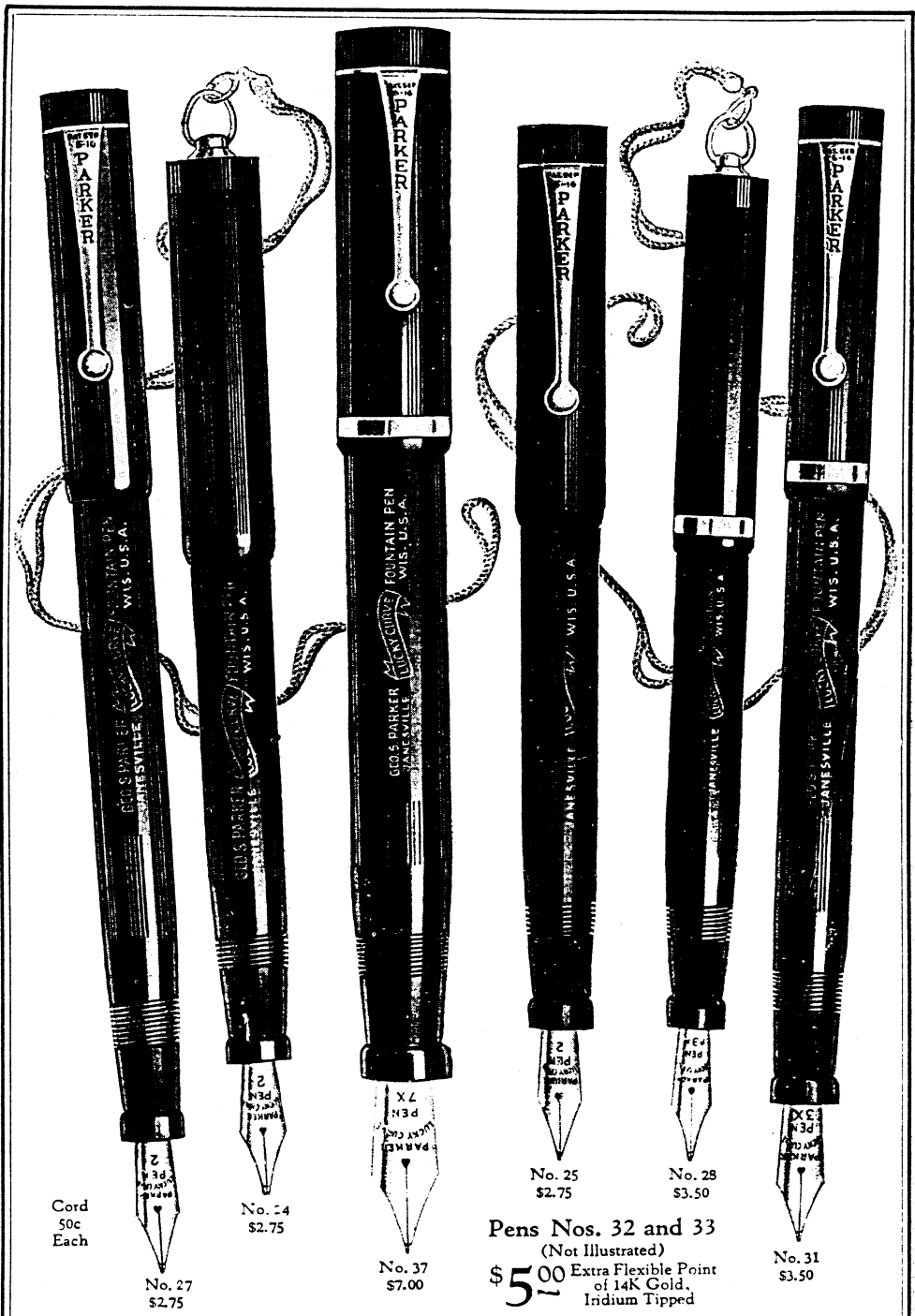


No. 39
Short
\$3.50

No. 41
Long
\$3.50

No. 39
Short
\$3.50

Parker's new black and gold pen, made of nonbreakable permanite—28% lighter than rubber. Each pen equipped with a No. 2 Nib iridium tipped and two narrow gold bands on cap [no chasing.] \$3.50 each.



Cord
50c
Each

No. 27
\$2.75

No. 24
\$2.75

No. 37
\$7.00

No. 25
\$2.75

No. 28
\$3.50

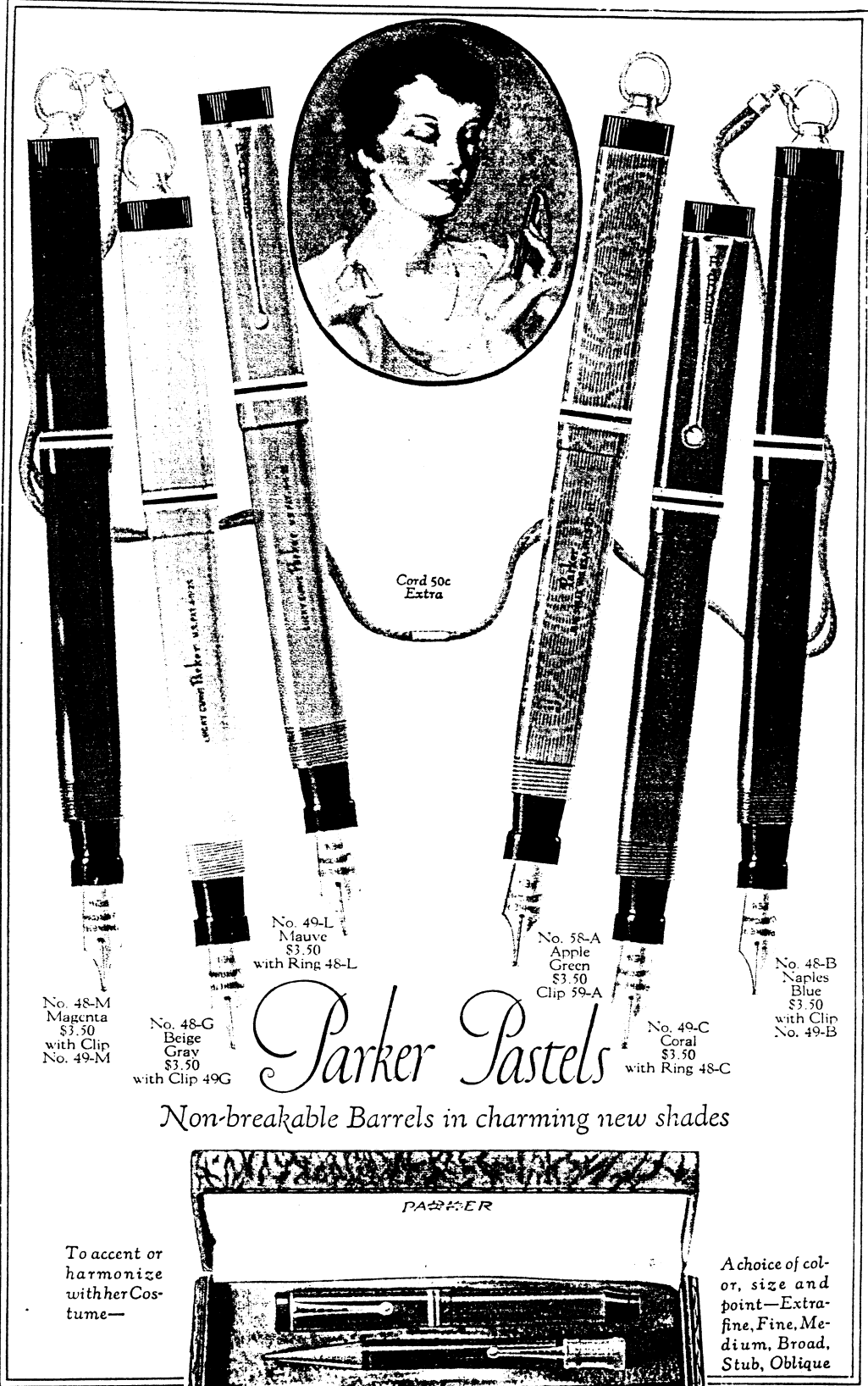
No. 31
\$3.50

Pens Nos. 32 and 33
(Not Illustrated)

\$5.00 Extra Flexible Point
of 14K Gold,
Iridium Tipped

Parker Black and Gold Pens from \$2.75 up

A Staple Line with Sales Mounting Steadily. 14K Gold Points and
Rolled Gold Fittings at the Price of Nickel-trimmed Pens.



Cord 50c
Extra

No. 48-M
Magenta
\$3.50
with Clip
No. 49-M

No. 48-G
Beige
Gray
\$3.50
with Clip 49G

No. 49-L
Mauve
\$3.50
with Ring 48-L

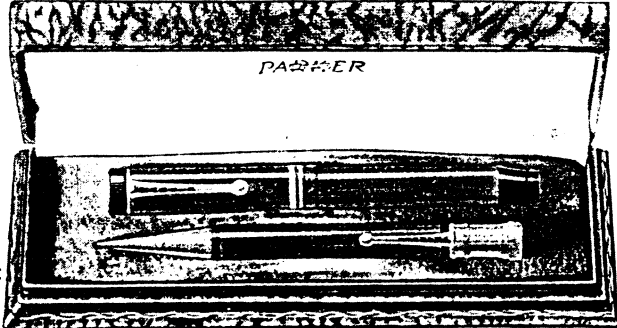
No. 58-A
Apple
Green
\$3.50
Clip 59-A

No. 49-C
Coral
\$3.50
with Ring 48-C

No. 48-B
Naples
Blue
\$3.50
with Clip
No. 49-B

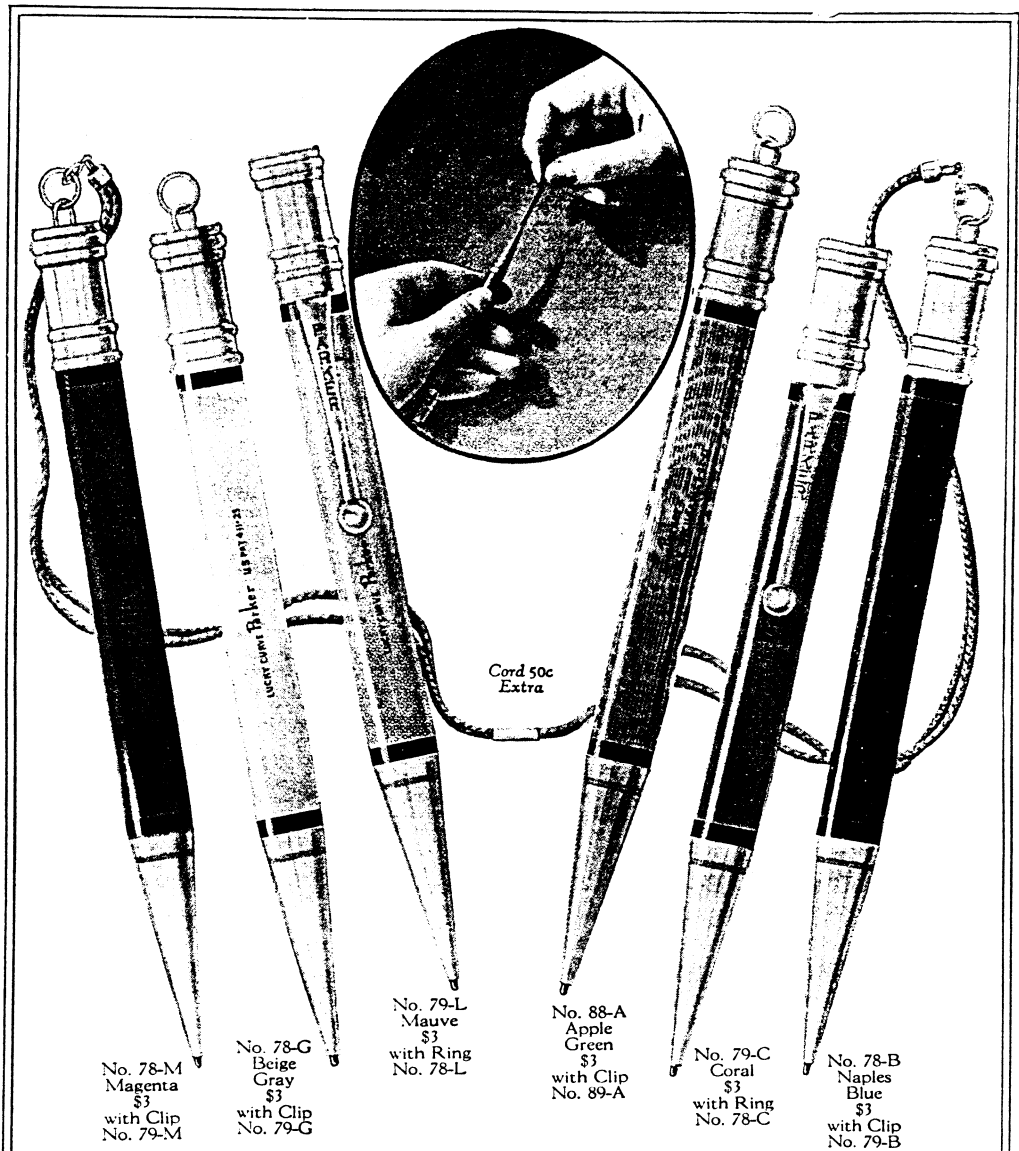
Parker Pastels

Non-breakable Barrels in charming new shades



To accent or
harmonize
with her Cos-
tume—

A choice of col-
or, size and
point—Extra-
fine, Fine, Me-
dium, Broad,
Stub, Oblique



No. 78-M
Magenta
\$3
with Clip
No. 79-M

No. 78-G
Beige
Gray
\$3
with Clip
No. 79-G

No. 79-L
Mauve
\$3
with Ring
No. 78-L

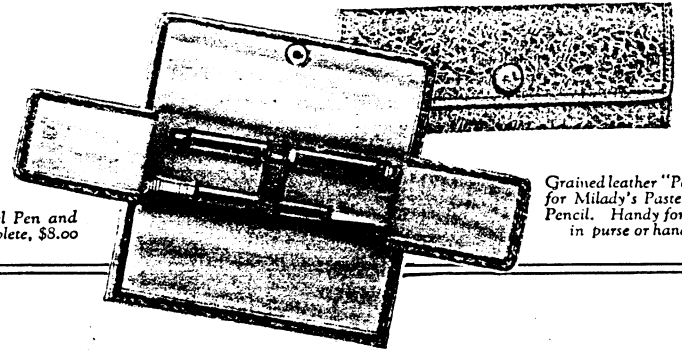
No. 88-A
Apple
Green
\$3
with Clip
No. 89-A

No. 79-C
Coral
\$3
with Ring
No. 78-C

No. 78-B
Naples
Blue
\$3
with Clip
No. 79-B

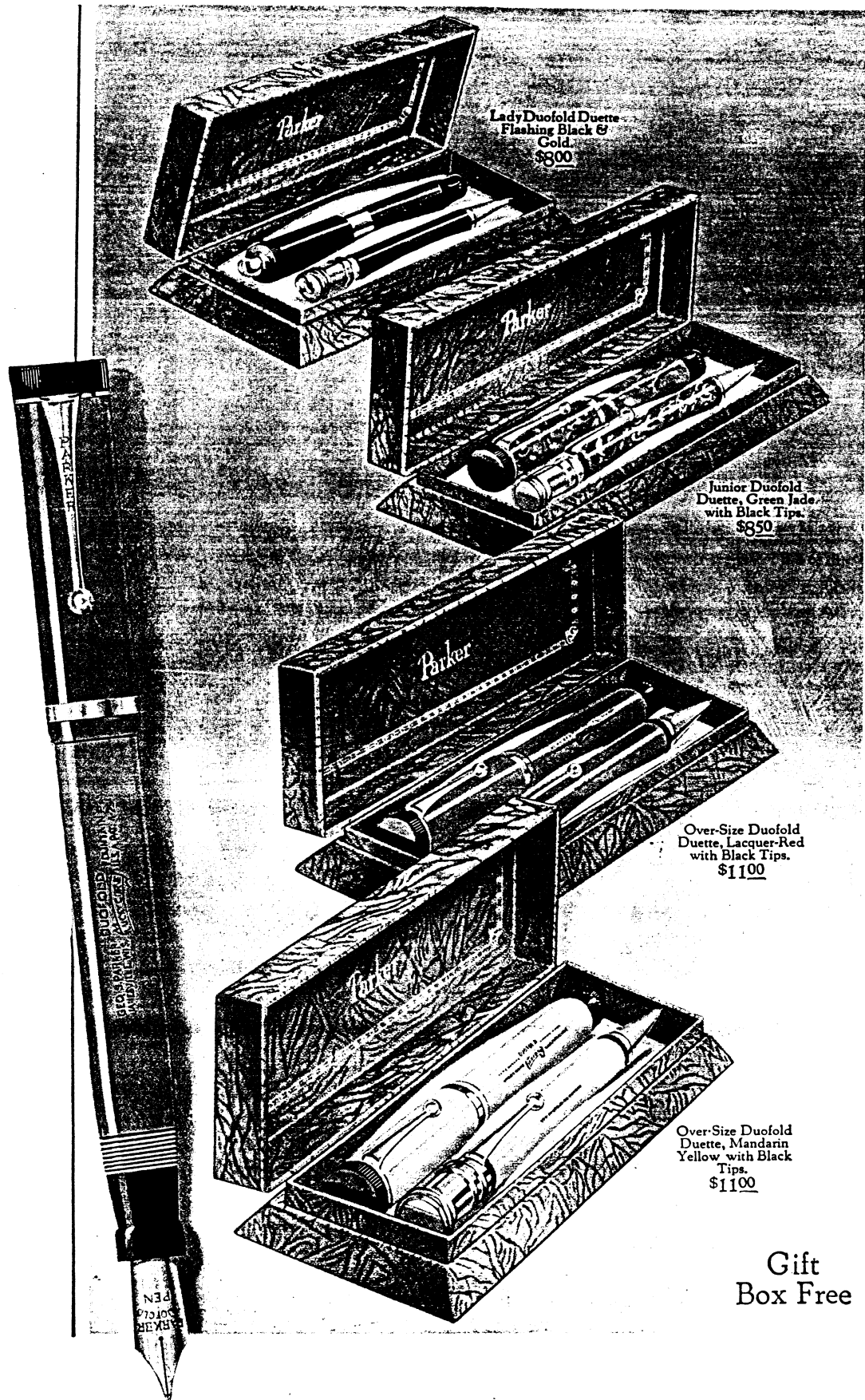
Parker Pastels

Petite Parker Pencils to Match Each Dainty Pen



With Pastel Pen and
Pencil complete, \$8.00

Grained leather "Penelope"
for Milady's Pastel Pen and
Pencil. Handy for carrying
in purse or handbag



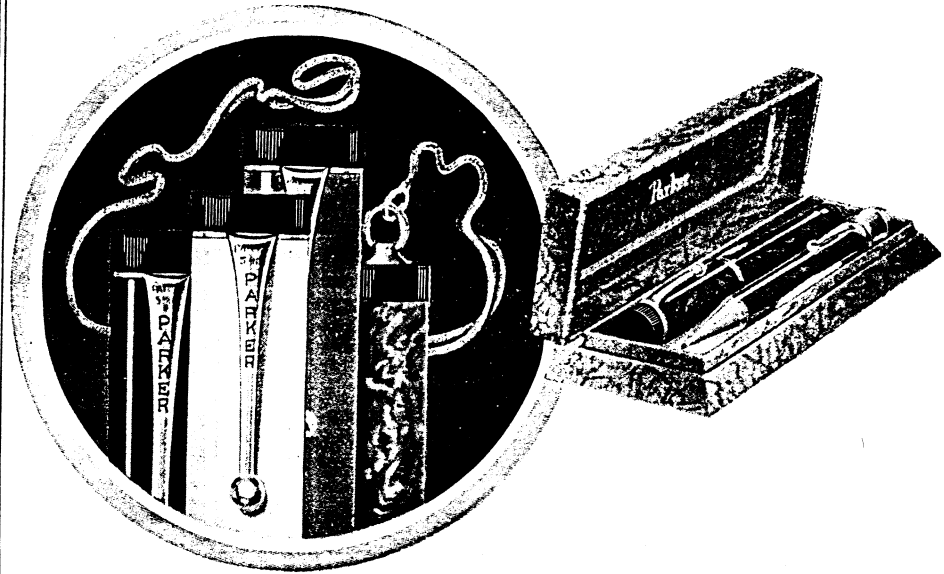
Lady Duofold Duette
Flashing Black &
Gold.
\$800

Junior Duofold
Duette, Green Jade
with Black Tips.
\$850

Over-Size Duofold
Duette, Lacquer-Red
with Black Tips.
\$1100

Over-Size Duofold
Duette, Mandarin
Yellow with Black
Tips.
\$1100

Gift
Box Free



Doubly Valuable

*These Parker Sets in 5 striking colors
and 3 different sizes*

A pen and pencil to match. A customer for the one is a customer for the other. As gifts or personal possessions nothing could be more complete or more appreciated than a Parker Duette Set in any one of these rare colors.

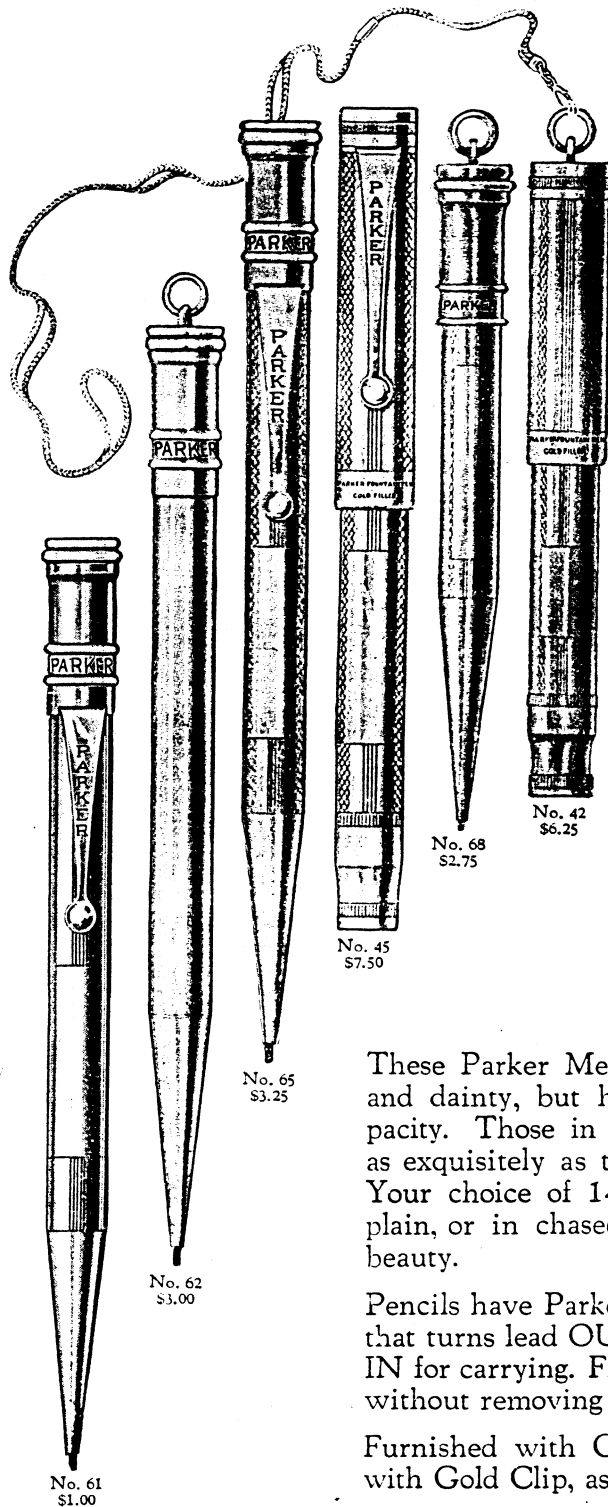
Colors: Lacquer Red
Jade Green
Black Jet
Mandarin Yellow
Lapis Lazuli Blue [shown above]

Prices: Oversize Duofold \$11.00
Duofold Junior - 8.50
Lady Duofold - - 8.00

See page 10 and 11
for Parker Sets in
Pastel Colors.

Parker

Duofold Duette Sets



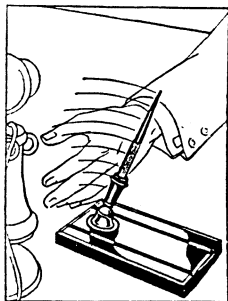
Parker Metal Pens & Pencils

*In Nickel—In Gold,
Singly, or in
Duettes*

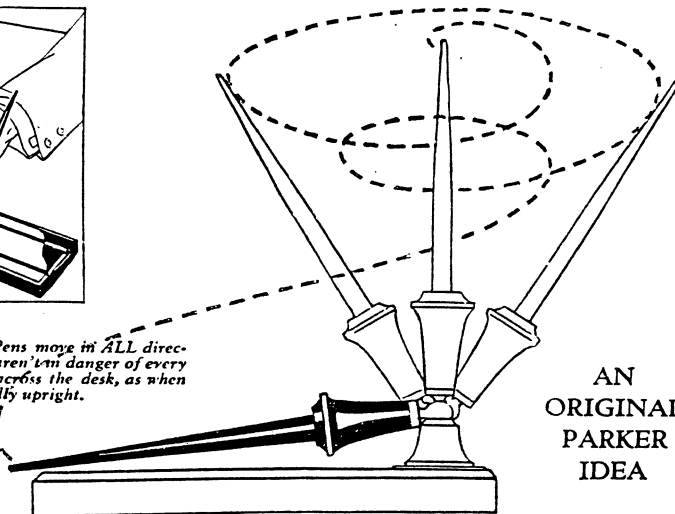
These Parker Metal Pens are small and dainty, but have large ink capacity. Those in Gold are wrought as exquisitely as the finest jewelry. Your choice of 14K rolled Gold in plain, or in chased design of classic beauty.

Pencils have Parker's Non-Clog Feed that turns lead OUT for writing and IN for carrying. Fill them at the TIP, without removing mechanism.

Furnished with Gold Ring End or with Gold Clip, as you prefer.



Parker Desk Set Pens move in ALL directions. Thus they aren't in danger of every arm that reaches across the desk, as when pens are held rigidly upright.



AN
ORIGINAL
PARKER
IDEA

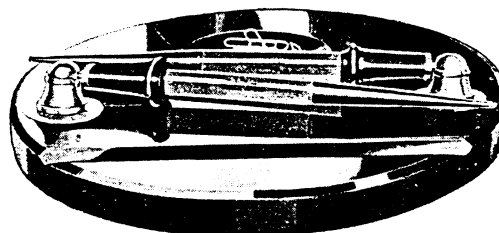
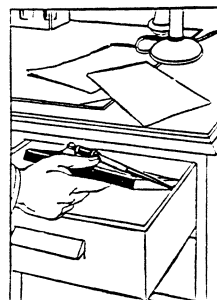
Only the Parker Desk Pens lie level without drying

*Ball-and-Socket Action Keeps them out of
harm's way by day, Secure in a drawer by night*

PARKER'S Ball-and-Socket Desk Set Holder enables Pens in Parker Desk Sets to rest at any angle from horizontal to vertical. Its action is smooth, its tension self-adjusting.

And because the pens lie level without drying, a Parker Set can be slipped at night into a drawer and locked up.

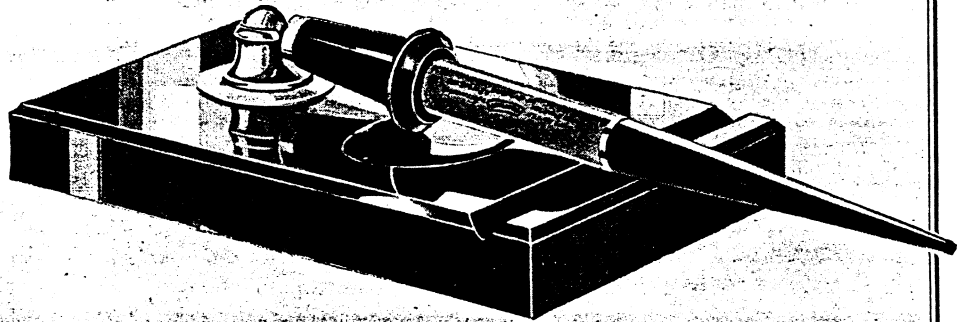
No question of a Parker Desk Set being suitable for any desk. There are in all 19 models of Bases—four sizes of pens and eleven colors. And a choice of six points—extra fine, fine, medium, broad, stub and oblique—with each style of pen.



Parker Single Desk Set

With Polished Black Glass Base

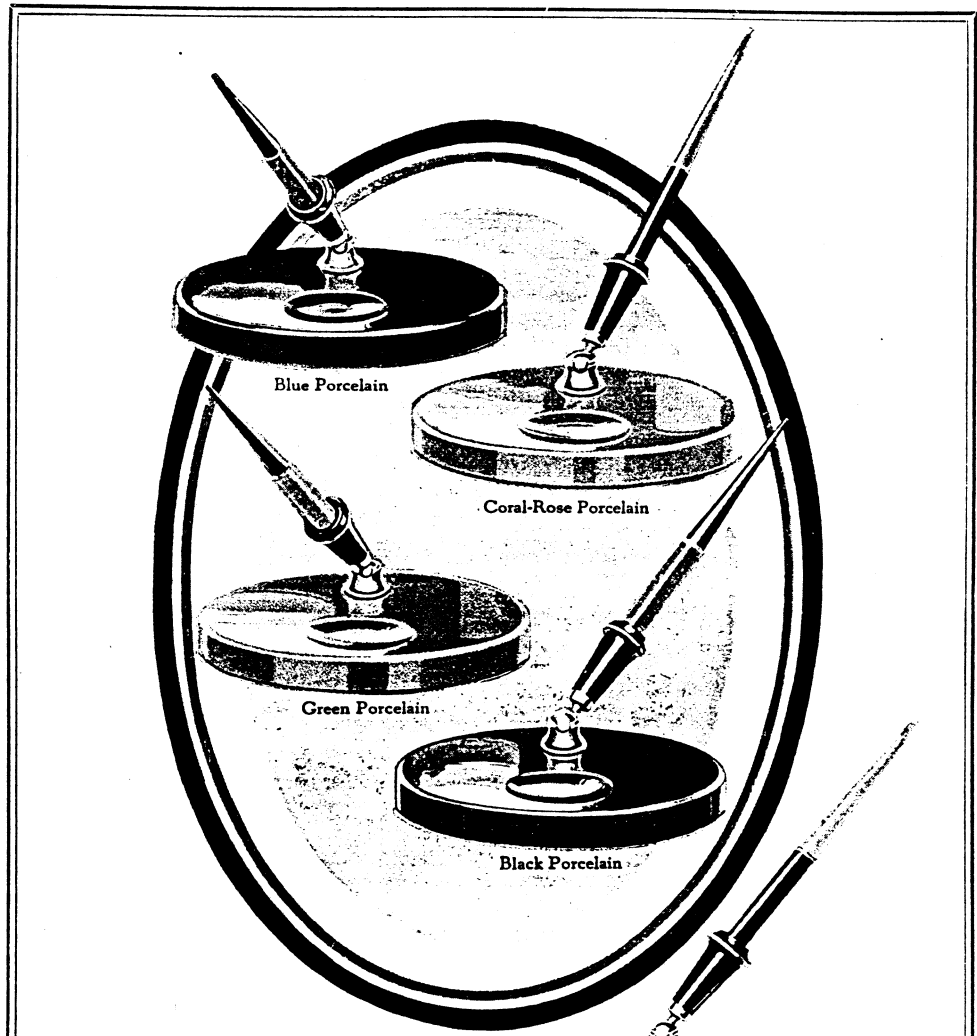
A very inexpensive Parker Single Desk Set—suitable for office or home use. Because of its compactness, it takes up very little room. And because of Parker's Ball and Socket Action pens can be folded onto the base, and the sets can be put away in a drawer and locked up—with points moist with ink so they will not dry.



Model A
Polished Black Glass

With any \$5.00 pen.....	\$12.00	Base with Retainer Assembly and	
With any \$7.00 pen.....	\$14.00	Taper only, without Pen.....	\$8.00

The ink is in the pen. No ink-wells needed
on the modern desk now.



Porcelain Bases

Mandarin Yellow Porcelain

These lustrous Porcelain Bases, in Blue, Green, Yellow, Coral-Rose and Black, make excellent combinations with different Parker Pens.

With Parker Duofold Jr., or Lady Duofold in any of the five Duofold colors with black taper, \$8.75.

With Black Parker Pen and any one of seven colored Moire tapers [shown on page 21] \$6.50.

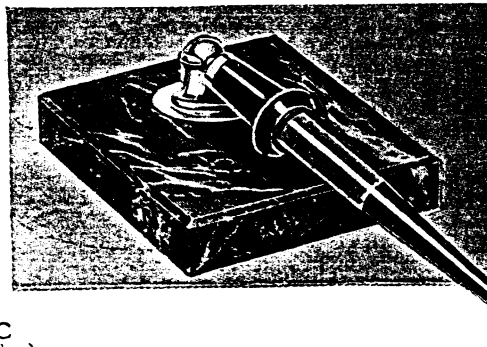
Parker Desk Sets

The Parker line of Desk Sets embodies the most advanced ideas in design and construction—in a wide assortment of styles, sizes and prices.

Model KM
(Illustrated Below)
Italian Marble Base
With any \$5.00 Pen. \$10.00
With any \$7.00 Pen. 12.00
Base with Retainer
Assembly and Taper
only, without Pen... 6.00

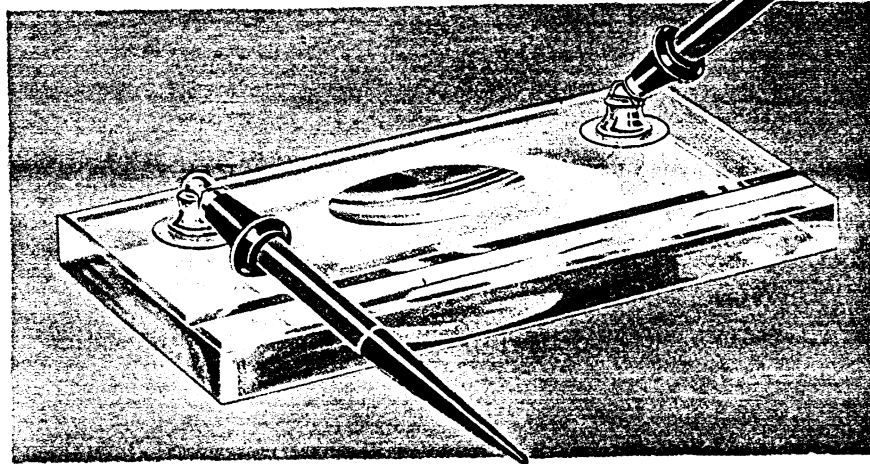
Model K
Polished Black Glass
With any \$2.75 Pen. \$ 7.50
With any Pastel Pen. 8.50
With any \$5.00 Pen. 10.00
Base with Retainer
Assembly and Taper
only, without Pen... 6.00

Model KO
Polished Onyx
With any \$5.00 Pen. \$10.00
With any \$7.00 Pen. 12.00
Base with Retainer
Assembly and Taper
only, without Pen... 6.00



Model EC
(Illustrated Below)
**Polished Crystal
Clear Glass**
With any two \$5 Pens \$28.00
With any two \$7 Pens 32.00
Base with Retainer
Assembly and Taper
only, without Pen... 20.00

Model EM
Polished Italian Marble
Same prices as Model EC



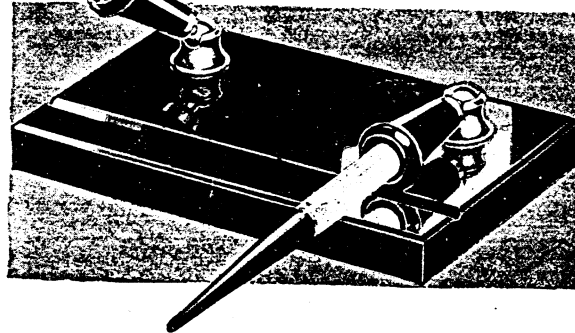
Universal Action

of Ball and Socket Holder—an original Parker idea—enables the pens to move in any direction from horizontal to vertical. And the points stay moist—ready to write any instant.

Model B

Polished Black Glass

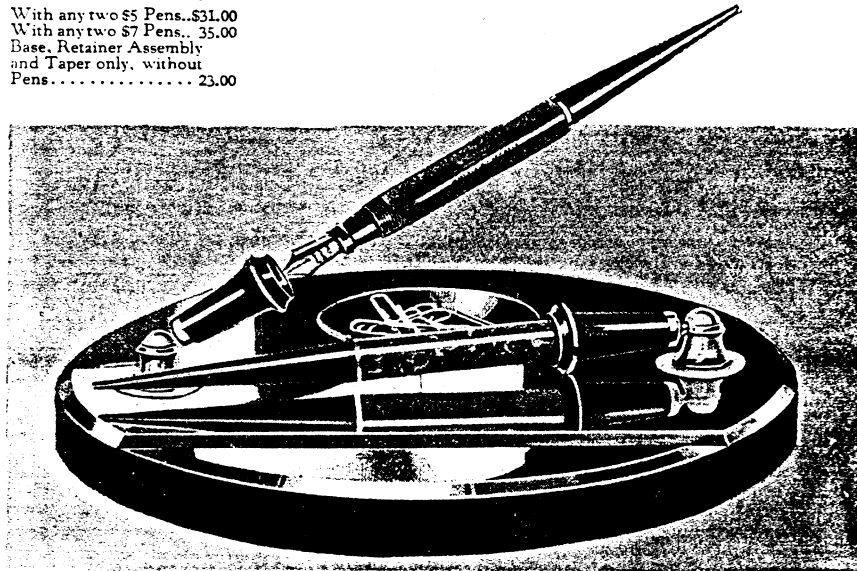
With any two \$5 Pens . . . \$19.00
With any two \$7 Pens . . . 23.00
Base, Retainer Assembly and
Taper only, without Pens . . 11.00

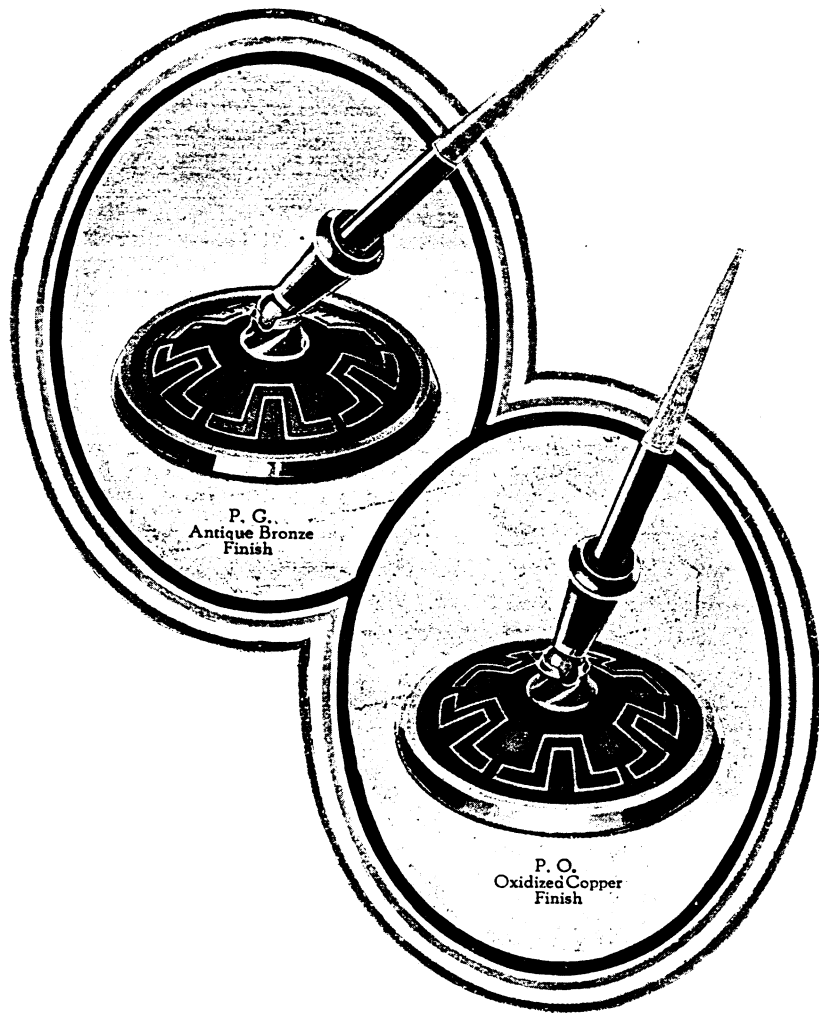


Model F

Polished Black Glass

With any two \$5 Pens . . \$31.00
With any two \$7 Pens . . 35.00
Base, Retainer Assembly
and Taper only, without
Pens 23.00

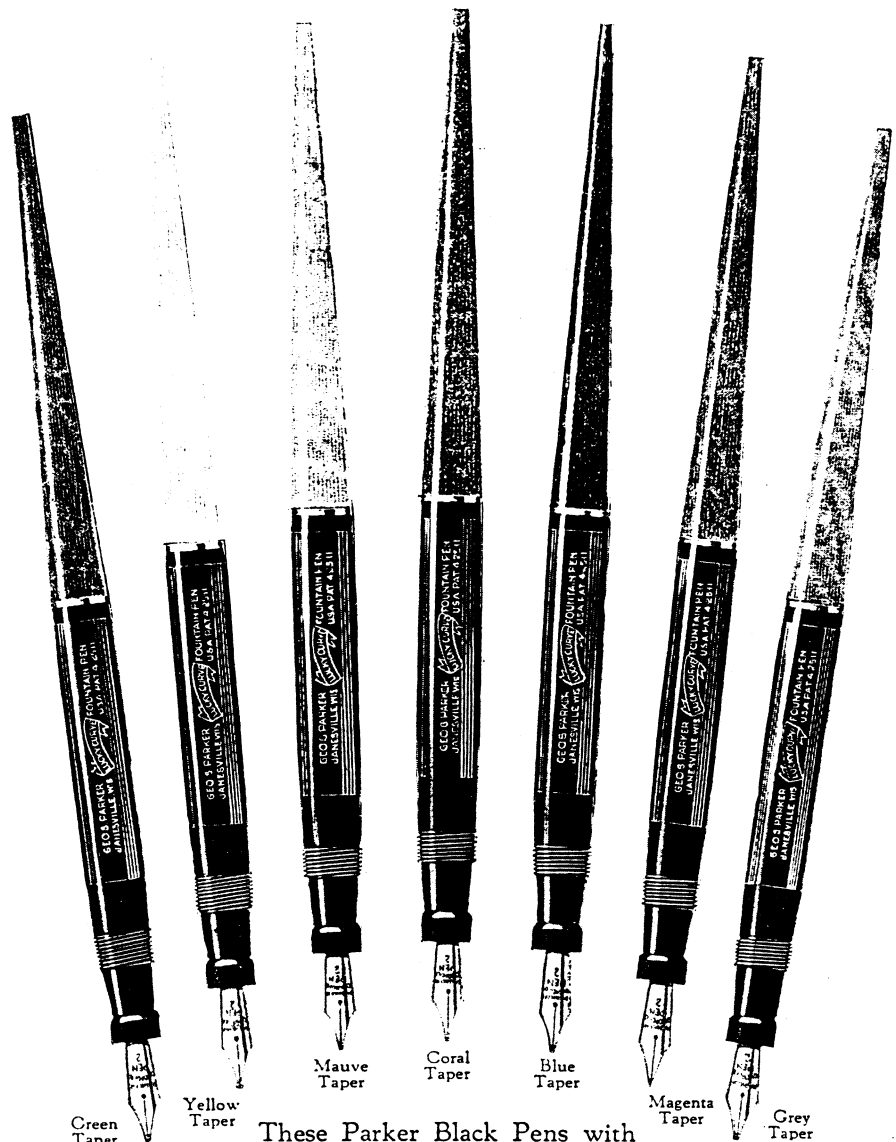




BRONZE BASES

Two very popular numbers are these Bases of Antique Bronze finish or Oxidized Copper finish and Black Parker Pens with Moire tapers [seven different colors as illustrated on page 21] . . . Price, \$6.75

Same Bases with Parker Duofold Jr., or Lady Duofold Desk Pen, \$9.00



Green
Taper

Yellow
Taper

Mauve
Taper

Coral
Taper

Blue
Taper

Magenta
Taper

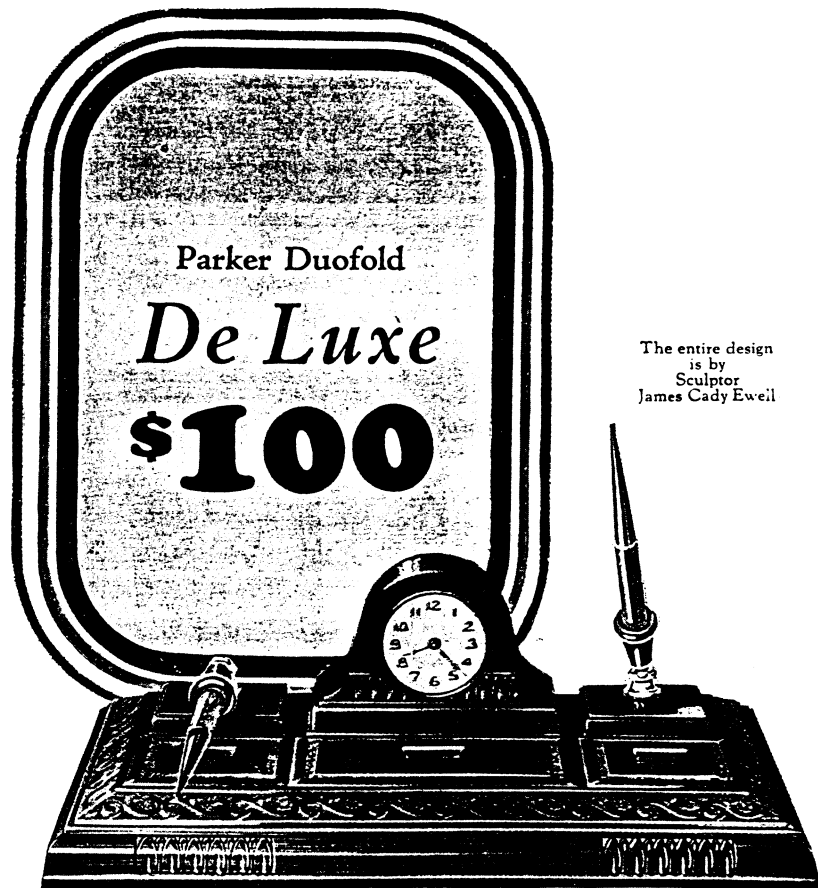
Grey
Taper

These Parker Black Pens with Moire tapers in Green, Mauve, Yellow, Blue, Magenta, Grey and Coral are priced at \$3.45.

Pens alone, with regular black cap, \$2.75. Tapers 70c each.

These pens may be used with Bases of Porcelain [combination prices on page 17] or with Antique Bronze or Oxidized Copper Bases [combination prices on page 20].





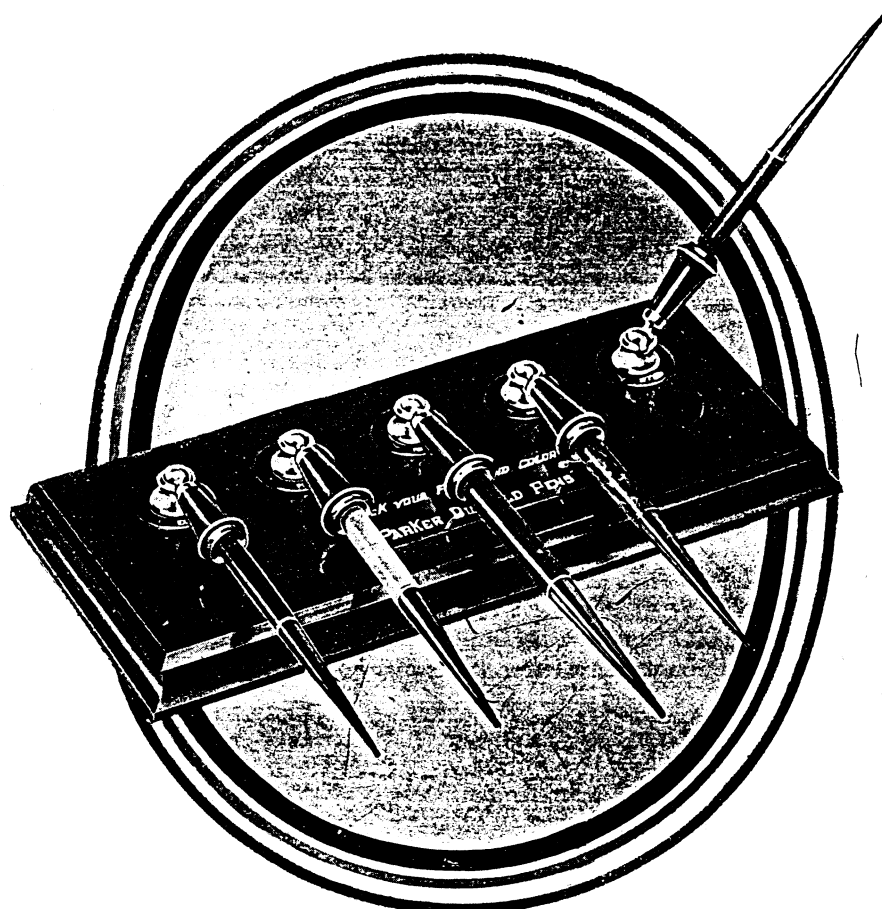
The entire design
is by
Sculptor
James Cady Ewell

The handsomest desk set ever made is the Parker Duofold De Luxe.

The base and clock-enclosure are of bronze on gold inlaid walnut stand. Has eight day clock and compartments for cigarettes, matches, clips, etc. Size $15\frac{1}{2}'' \times 9\frac{1}{2}''$.

The pens are Over-size Duofolds, made of Non-Breakable Permanite material in Mandarin Yellow, Lacquer-red, Lapis Lazuli Blue, Green Jade and Flashing Black.

From the standpoint of both pens and base, there is nothing finer to be had at any price.



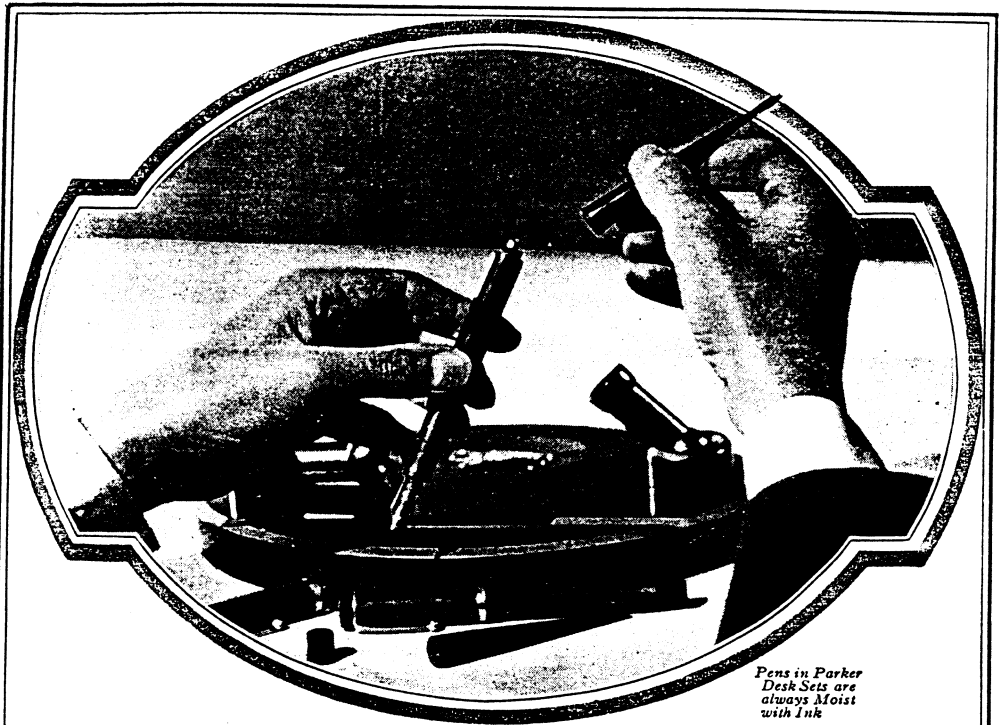
Counter Demonstration Desk Set

This Five-Pen Walnut-Base Desk Set for your use quickly demonstrates the following to customers [without the need of getting out whole trays of pens]:

- [a] Five different types of pen points—extra fine, fine, medium, broad and stub.
- [b] Four sizes of Parker Pens—Over-size, Junior and Lady Duofold, and the Black Parker No. 25
- [c] All five Parker Colors.
- [d] The operation and construction of a Parker Desk Set.

Complete Cost, including pens, is \$40.00—without pens, \$15.00. Subject to dealer's regular discount.





*Pens in Parker
Desk Sets are
always Moist
with Ink*

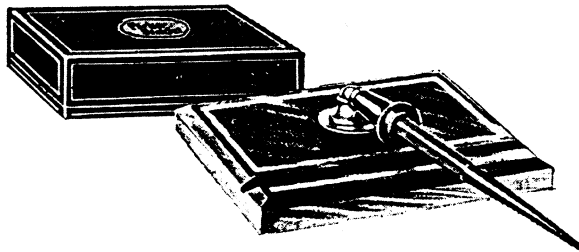
*Any Parker Pen
in your stock
can be converted into a tapered Desk Pen
in a twinkling*

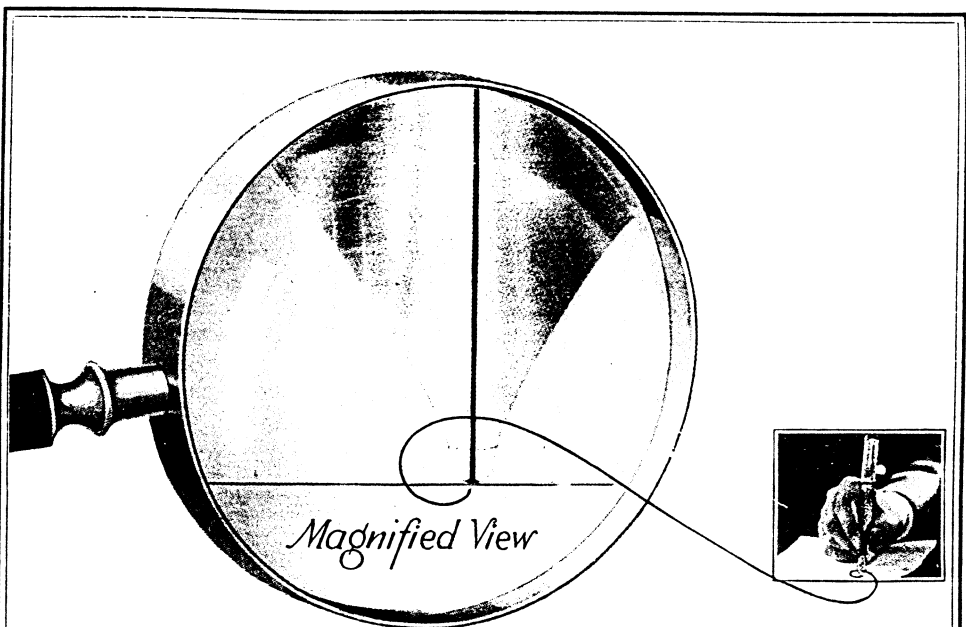
THERE is no necessity of tying up too much money in Desk Bases when you handle Parker Desk Sets. There is no need of losing sales because the customer doesn't happen to like the particular pen that happens to come with the set.

The reason is that Parker Pen and Base parts are interchangeable. The customer can select any pen from your regular Parker Pocket Pen stock — choosing the style, color and point that suits him best. Then you convert it

into a tapered Desk Pen in a few seconds as shown above.

Parker Desk Sets also have the Ball-and-Socket Bowl that keeps the pen point ever moist with ink ready to write instantly. The Ball and Socket also permits Pens to stand upright, tilt in all directions and lie level on the base. Should the Pen receive an accidental blow it automatically moves out of harm's way. And because Pens lie level on the base the entire Set can be locked up in a drawer at night for safe-keeping. Gift Box included with all Sets.





When you write with a Parker
Duofold, first to touch the paper
is this droplet of ink

*—that's why the Parker Duofold
is ever ready to go*

*—as you'll discover the instant
pen point touches paper*

Here's the secret of the instant writing action of the Parker Duofold.

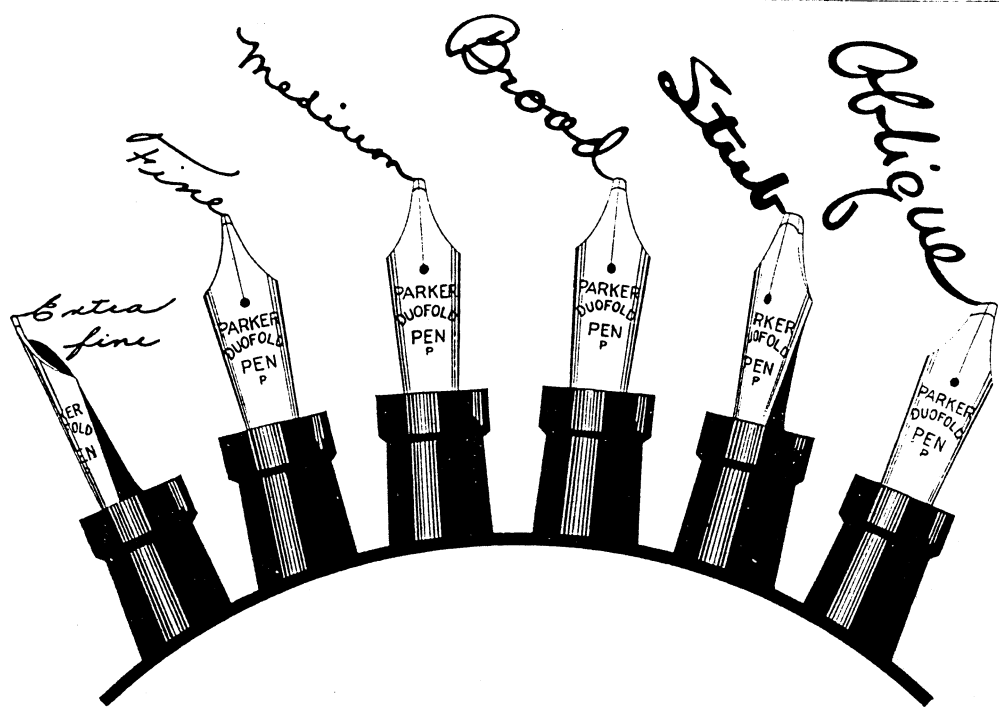
We grind an ink channel between the two prongs of the Parker nib. Thus a thin film of ink is always present when the pen is in writing position.

This ink forms a tiny droplet that projects beyond the iridium tip, just as a drop of water on your finger tip projects beyond the surface of the skin.

It's a droplet too small to be easily

seen but big enough to touch the paper ahead of the point. This sets up capillary attraction. So the ink begins to flow the moment you start to write.

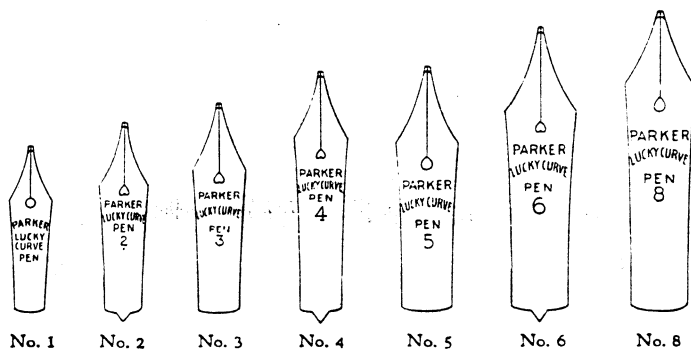
Be sure your stock includes a full assortment — Extra Fine, Fine, Medium, Broad, Stub and Oblique.



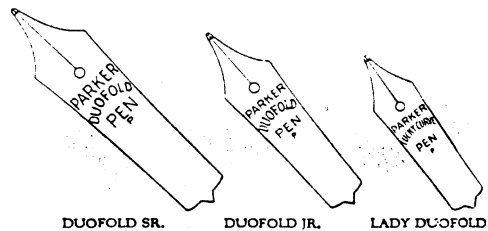
Six Degrees of Points

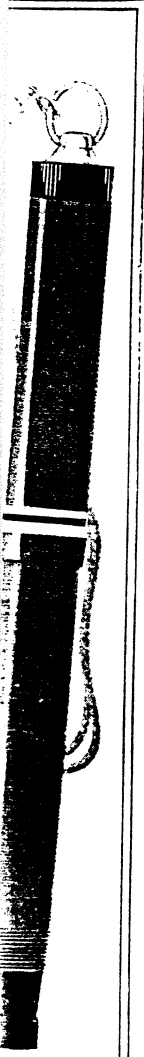
For the Six Different Writing Degrees

Each of the Six Points Shown Above comes in these Seven Sizes



And the Parker Duofold Sizes Shown Here also come in the Six Degrees of Points

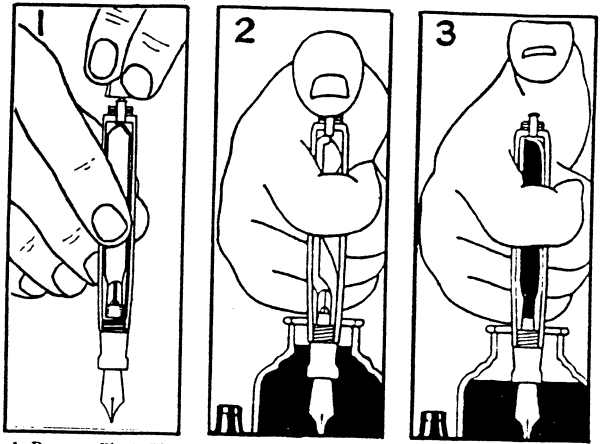




No. 48-B
 Naples
 Blue
 \$3.50
 with Clip
 No. 49-B

...ce of col-
 ...ze and
 —Extra-
 Fine, Me-
 ... Broad,
 ... Oblique

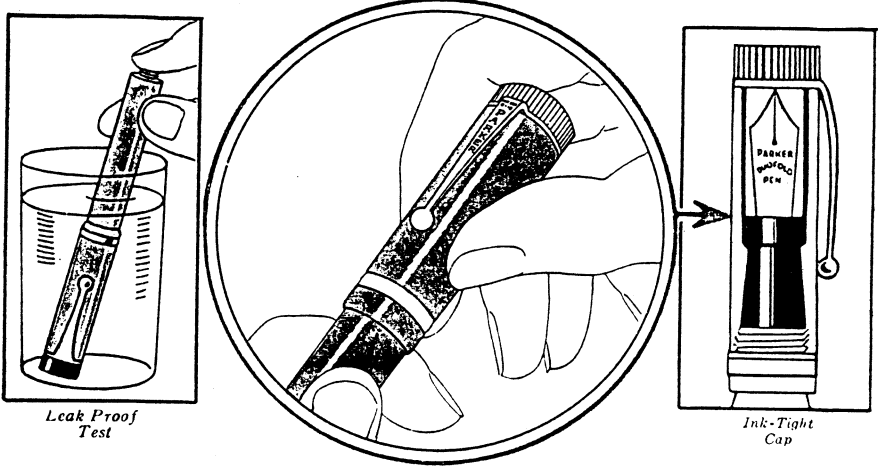
Parker's Press Button Filler



1. Remove Black Tip from Barrel and immerse Point in Ink.
2. Press the Filler Button all the way down.
3. Release Button but keep Point in Ink 10 Seconds, giving Pen a chance to drink its fill.

There is no filler hole or filling device in the side of Parker Pen barrels. Parker's Press Button Filler is concealed beneath the small Black Tip at the end of the Pen. Not only is the beauty of the Pen thus enhanced, but more important still, no air can enter. Thus the rubber Ink Sac inside the Parker remains lively and lasts longer. When the Sac gives out no ink can escape through the side of the barrel and stain the clothing.

Parker's Ink-Tight Duo-Sleeve Cap



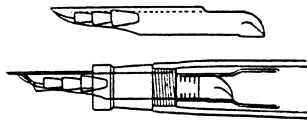
Leak Proof Test

Ink-Tight Cap

Screw Cap on Tightly
 Until it Clicks

MAKE this test yourself. Empty a Parker Pen, screw Cap on tightly, immerse Pen in water and press the Filler Button. Not a bubble. Now make the same test with any other pen.

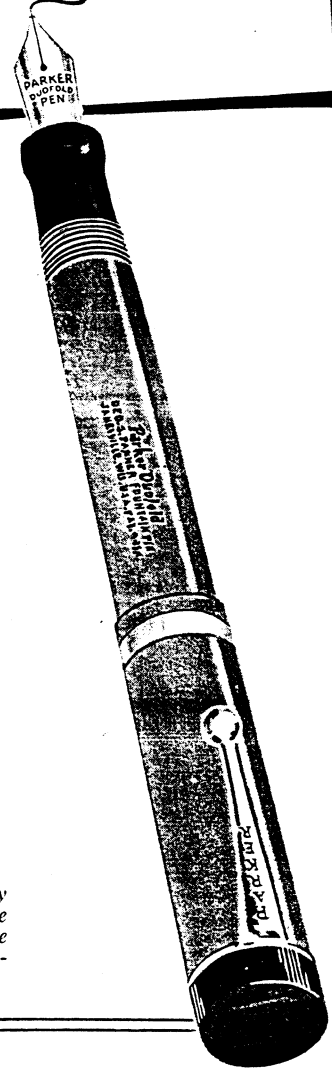
The Parker Cap has an Inner Sleeve that fits with micrometric precision when the Cap is screwed on tight, thus forming an Ink-tight Seal with the Nozzle. Note red arrow above. Not even air—much less ink can escape when the Cap is kept tightly screwed on.



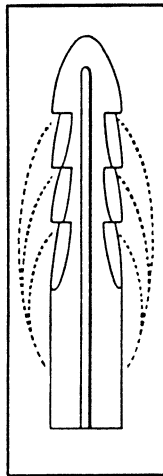
Capillary Attraction Principle

Parker's "Lucky Curve" Feed forms a contact with inner wall of Ink Sac, thus setting up capillary attraction. This produces a steady flow of ink that matches the pace of your writing, no matter how slow or how fast your pen travels. Replace pen in pocket and capillary attraction drains ink back into Sac. No ink remains in feed channel. No "sweating" as in other pens, when body heat expands captive air in Sac and forces ink out.

*Parker's
"Lucky Curve Feed"
gives a steady
flow of ink
at any writing
Speed*

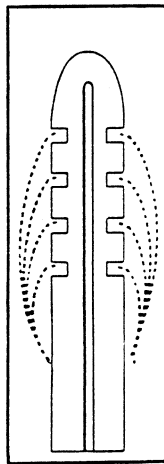


**PARKER'S
Notched Feed**



Notches in Parker's Feed slant down. Thus ink drains back into barrel when pen is not in use.

**ORDINARY
Comb Feed**



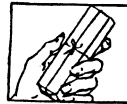
Ink does not easily drain out of these square notches. Another cause of "sweating" in ordinary pens.

**Compare
Parker's
Notched
Feed
with
Ordinary
Comb
Feed**

How to Send Pens and Pencils for Repairs



All Pens and Pencils returned for repairs are taken apart, fitted up, cleaned and polished. They are carefully inspected before they are returned to be sure they are in perfect condition in every respect. In other words, we make every repair job look and write like a new pen or pencil.



Wrap the whole pen including the broken parts securely, and print your name and address plainly on the package.



Write a letter stating clearly just what is wrong and what you want done. Send with package to nearest Parker Repair station.

PRICE LIST OF REPAIR PARTS FOR PENS

	GOLD PENS				NEW PARTS						
	No. on Pen Pt.	Price on New Pt.	Allow on Old Pt.	Feed	Sec.	Barrel	Blind Cap	Outer Cap	Inner Cap	Press Bar	Ink Sac
20, 24, 25, 27 (\$2.75 straight line chased models)	2	1.25	.20	.30	.50	.75	.15	.20	.20	.30	.15
28, 29, 31 38, 39, 41	3	1.50	.20	.30	.50	.75	.15	.35	.20	.30	.15
7, 17, 107, 117, 127 (Sr. Duofold)		3.50	.60	.60	.75	1.00	.25	.35	.20	.30	.20
9, 19, 109, 119, 129 (Sr. De Luxe)		3.50	.60	.60	.75	1.00	.25	1.35	.20	.30	.20
3, 13, 103, 113, 123 (Jr. Duofold)		2.50	.40	.40	.60	.75	.20	.35	.20	.30	.15
5, 15, 105, 115, 125 (Jr. De Luxe)		2.50	.40	.40	.60	.75	.20	1.35	.20	.30	.15
1, 11, 101, 111, 121, 2, 12, 102, 112, 122 (Lady Duofold)		1.50	.30	.30	.50	.75	.15	1.35	.20	.30	.15
43, 44	2	1.25	.20	.30	.75	3.00	.50	2.50	.50	.30	.15
45, 46	2	1.25	.20	.30	.75	3.25	.50	2.75	.50	.30	.15
40	2 small	1.00	.20	.30	.50	2.50	.50	2.00	.50	.30	.15
42	2 small	1.00	.20	.30	.50	2.75	.50	2.25	.50	.30	.15
Pastel (48B-C-G-L-M, 49B-C-G-L-M, 58A, 59A)	2 small	1.00	.20	.30	.50	.80	.15	.35	.20	.30	.15

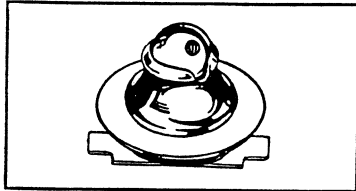
All Sizes Parker Gold Plated Clips 45c. Chatelaine Rings 25c.

PRICE LIST OF REPAIR PARTS FOR PENCILS

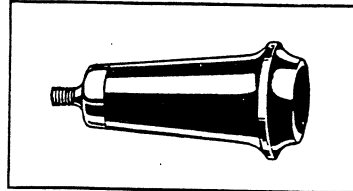
Number	Movement	Point	Barrel	Clip	Head	Eraser
77, 87, 97, 177, 187 197 (Big Bro.)	1.25	1.00	.75	.75	.50	2 for .05
73, 83, 93, 173, 183, 193 (Jr. Duo.)	1.00	.75	.75	.75	.50	2 for .05
72, 82, 92, 172, 182, 192 (Lady Duo.)	.75	.75	.75		.75	2 for .05
71, 81, 91, 171, 181, 191, 78B-C-G-L-M, 88A, 79B-C-G-L-M, 89A	.75	.75	.75	.75	.50	2 for .05
61	.50		.50	.25	.25	2 for .05
60	.50		.50		.25	2 for .05
62	.75		1.75		.75	2 for .05
68	.75		1.75	.75	.50	2 for .05
64	.75		2.00		.75	2 for .05
65	.75		2.00	.75	.50	2 for .05
66	.50		1.50		.60	2 for .05
68	.50		1.75		.60	2 for .05

THE PARKER PEN COMPANY *Main Office and Factory*
 JAMESVILLE, WIS., U. S. A.
 NEW YORK OFFICE: Singer Bldg., 149 Broadway
 CHICAGO OFFICE: 202 So. State Street
 ATLANTA, GA.: 26 Peachtree Arcade
 BOSTON, MASS.: 70 Franklin Street
 MILWAUKEE, WIS.: 628 Fine Arts Building
 DALLAS, TEXAS: 308 Lin. Building
 SAN FRANCISCO OFFICE: 230 Phelan Bldg.
 TORONTO, CANADA: 350 Sorauron Avenue
 LONDON, ENGLAND: Bush House, Strand

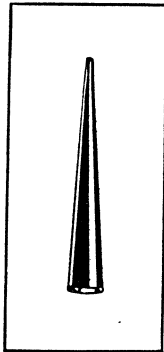
Desk Set Parts



Retainer Assembly—\$1.25
Includes Ball, Coil Spring, Friction Disk, Swivel Bar, Cross Bar, Swivel Screw and Nut.



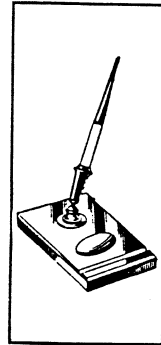
Ball Head Assembly—\$.75
Includes Coupling, Bowl Proper with Gold Band, Clutch.



Taper for Desk Set Pen, 50c

The parts of Parker Desk Set Bases are interchangeable, so with a comprehensive assortment of Pens, Bases and Parts, dealers can make up different combinations of Parker Desk Sets in almost endless variety.

To figure the cost of any Parker Desk Set Base alone, deduct the cost of two assemblies, \$2.00—plus 50c for taper tip, \$2.50—from the list price of the Base as shown on preceding pages. For double sets, deduct \$5.00.

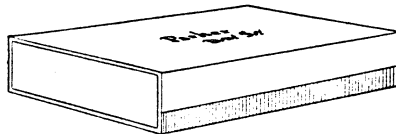


Complete set, Model A, including one Parker Duofold Jr. Pen \$12, Base with Retainer Assembly and Taper, \$3. Base only \$5.60.

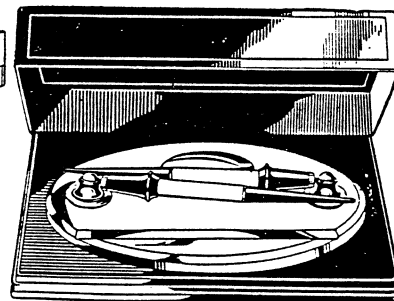
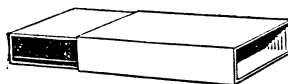
New, Safe Way of Packing Parker Desk Sets



Label No. 1 at left is pasted on the bottom of the Parker Desk Base. Thus you can see at a glance the selling price of any particular set. Label No. 2 goes on the outside of the corrugated box that holds the set, with a check mark in one of the squares. This shows what set is enclosed. No need of breaking the wrapping.



Two thicknesses of corrugated board protects the Parker Desk Set, as shown in illustrations.



With the corrugated wrapper removed, the Parker Desk Set looks like this — all ready to display.



Parker Ink



Tubes were half filled with each of the leading brands of ink. Small pieces of steel of uniform weight were put into each tube. When the pieces were removed and weighed, it was found the Parker Inks had been less affected by acids than the others.

There is no finer ink made for fountain pen use than Parker Ink.

It is more free from sediment than any other ink because it is gravity filtered through fine silk, while other inks are pressure filtered, which actually forces sediment through the filter with the ink.

It is also less corrosive than other inks, as is shown by the test illustrated here.

Comparative tests have also shown that Parker Ink is unequalled for durability—it has withstood every conceivable kind of test—such as exposure to sunlight, weather, water and acids.

Ink Sizes, Prices and Descriptions

Number	Dealer Cost	Description
32	\$ 9.00	Per doz. . . Quarts 32 oz. with pour out
16	5.00	Per doz. . . Pints, 16 oz. with pour out
2 Blue Black	12.00	Per gross. . . 2 oz. Squares in decorated cartons
2 Travelers	3.00	Per doz. . . 2 oz. Round in wood Traveler's case
2 Violet	13.00	Per gross. . . 2 oz. Squares in decorated cartons
2 Blue	13.00	Per gross. . . 2 oz. Squares in decorated cartons
2 Green	13.00	Per gross. . . 2 oz. Squares in decorated cartons
2 Red	13.00	Per gross. . . 2 oz. Squares in decorated cartons
2 Black	12.00	Per gross. . . 2 oz. Squares in decorated cartons

Parker Pencil Leads

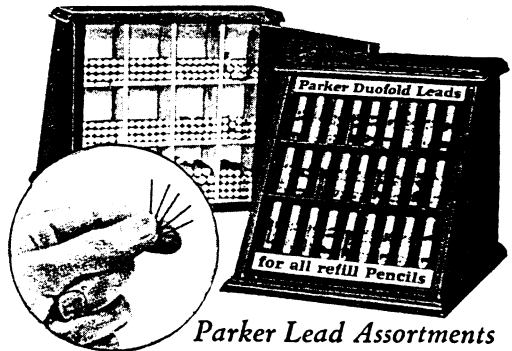
4 Colors and Black

Indelible, Red, Blue, Green and Black—the Black in Soft, Medium and Hard. This Attractive Display Case Free with Assortment 3.

Put this Parker Lead Display Case up front and you'll quickly discover that Parker Leads are an important source of profit, even though individual sales are small.

This case displays leads in front, but stocks are carried in rear always within easy reach. Leads are finest quality and are sold in three assortments.

With assortments 1 and 2, Display Case costs \$3.50, with \$3.50 Duofold Pencil FREE to offset. With assortment 3, which is three times size of No. 1, and sells at \$81.00, the Case is FREE. Prices f.o.b. Janesville, Wisconsin.



Parker Lead Assortments

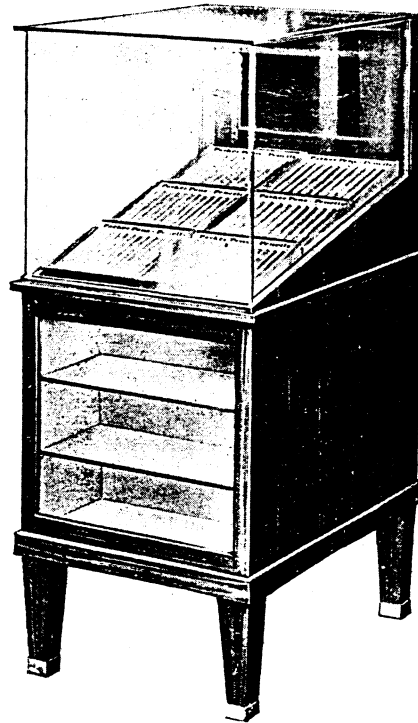
Assortment No. 1		Assortment No. 2	
2 Doz. boxes Red,		4 Doz. boxes Red,	
25c each	\$6.00	25c each	\$12.00
2 Doz. boxes Blue,		4 Doz. boxes Blue,	
25c each	6.00	25c each	12.00
1 Doz. boxes Green,		2 Doz. boxes Green,	
25c each	3.00	25c each	6.00
1 Doz. boxes In-		2 Doz. boxes In-	
delible, 25c each	3.00	delible, 25c each	6.00
6 Doz. boxes Black,		12 Doz. boxes Black,	
2 for 25c	9.00	2 for 25c	18.00
Total selling price	\$27.00	Total selling price	\$54.00
Case	\$3.50	Case	\$3.50

Write for complete information regarding discounts, etc.

Parker Erasers: Sizes to fit all Parker Pencils. Mounted 1 gross on a card, \$3.75 a gross, less regular discount. Retail 2 for 5c.

Parker Floor Cases

for Larger Displays of
Parker Pens and Pencils

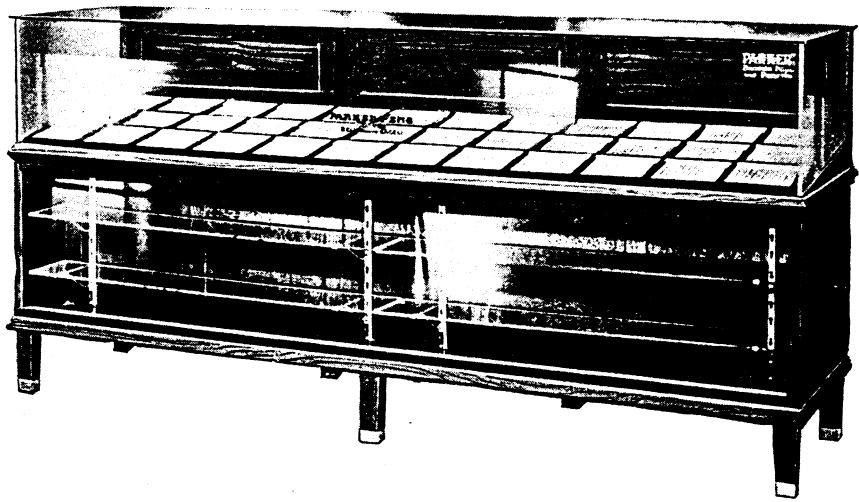


This is the 6 Dozen Parker Case No. 6 FS

THE 17 by 24 inches that this Display Case occupies is but a small part of your total floor space. Yet you can make these few square inches pay a handsome profit on their pro rata rent cost. For Parker Pens and Pencils, when properly displayed, are a source of important profit. They occupy but little space, they sell quickly and the unit of sale is large—the type of merchandise that is worthy of an attractive setting in the front of your store.

The 6 Dozen Parker Display Case shown above is 24" Wide, 17" Long, 42" High. Finished in Oak, Light or Dark Mahogany, Silver Gray, Natural Gumwood and Circassian Walnut; or special finishes at slight additional cost. Price, f.o.b. Janesville, Wisconsin, \$35.00; f.o.b. New York or San Francisco, \$40.00. Reflectors in Top \$5.00; In Bottom, \$6.00; Entire Case \$11.00.

**DISPLAY Your Pens
for Bigger Sales**



36 Doz. Parker Display Case

For Assortment No. 36 FS

Glass front below as well as
above gives extra display value

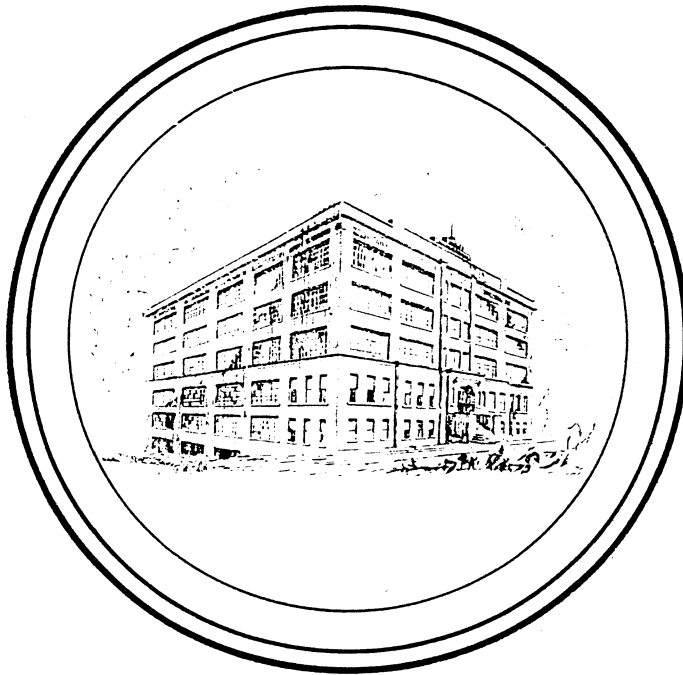
PARKER Show Cases when properly stocked with a good display of Parker Pens and Pencils usually pay a profit much in excess of other goods in proportion to the space occupied.

For example, a stationer whose Pens and Pencils occupy 10% of his display space reports that sales equal 15% of his total business. A druggist who gives only 5% of his display space to Pens and Pencils finds that 15% of his total sales comes from this department. A jewelry store reports that 10% of its business is created by a Pen and Pencil counter that occupies only 5% of total display space. And a Kodak store finds that 25% of display space devoted to Pens and Pencils creates 50% of total sales.

The Parker Floor Case illustrated above is 89" Long, 24" Wide and 42" High. Finished in Oak, light or dark Mahogany, also Silver Gray, Natural Gumwood and Circassian Walnut; or in special finish at slight additional cost. Price, f. o. b. Janesville, Wisconsin, \$175; f. o. b. New York or San Francisco, \$190. Reflectors in Top, \$15.00; In Bottom, \$15.00; Entire Case, \$30.00.

*Other Parker Floor Cases for 8, 9, 12,
18, 24, 36 and 48 Dozen Assortments*

**DISPLAY Your Pens
for Bigger Sales**



THE PARKER PEN COMPANY
Janesville, Wisconsin, U.S.A.

OFFICES AND SUBSIDIARIES

NEW YORK, N. Y.
SINGER BUILDING, 149 BROADWAY

CHICAGO, ILL.
202 SOUTH STATE STREET

SAN FRANCISCO, CALIF.
230 PHELAN BUILDING

ATLANTA, GA.
26 PEACHTREE ARCADE

BOSTON, MASS.
70 FRANKLIN STREET

DALLAS, TEXAS
308 LINZ BUILDING

MILWAUKEE, WIS.
628 FINE ARTS BUILDING

TORONTO, CANADA
350 SORAUREN AVENUE

LONDON, ENGLAND
BUSH HOUSE, STRAND

